



School of Graduate
and Professional
Education



MA in Strategic Communication & Public Relations

Course Schedule

ACADEMIC YEAR 2024–2025

FALL 2024-25 / September 23 (M) - December 21 (Sat) 2024

CN 6010	MEDIA AND COMMUNICATION THEORY	3 cr.	R	M	18:30-21:30
CN 6030	MULTIMEDIA APPLICATIONS FOR COMM CAMPAIGNS	3 cr.	E	M	18:30-21:30
CN 6001	PR STRATEGY	3 cr.	R	T	18:30-21:30
CN 6002	ADVANCED MEDIA WRITING AND TECHNIQUES	3 cr.	R	TH	18:30-21:30
CN 6006	APPLIED COMMUNICATION RESEARCH METHODS	3 cr.	R	W	18:30-21:30
CN 6007	STRATEGIC CORPORATE COMMUNICATION	3 cr.	E	TH	18:30-21:30
CN 6127	QUANTITATIVE RESEARCH IN COMMUNICATION	3 cr.	R	W	18:30-21:30
CN 6460	THESIS IN STRATEGIC COMMUNICATION	3 cr.	R	NA	NA

WINTER 2024-25 / January 13 (M) - April 12 (Sat) 2025/TENTATIVE

CN 6011	CRISIS COMMUNICATION MANAGEMENT	3 cr.	R	TH	18:30-21:30
CN 6017	PR AND THE NEW MEDIA	3 cr.	R	M	18:30-21:30
CN 6512	CAPSTONE PROJECT IN COMMUNICATION	3 cr.	R	T	18:30-21:30
CN 6003	POLITICAL COMMUNICATION	3 cr.	E	M	18:30-21:30
CN 6006	APPLIED COMMUNICATION RESEARCH METHODS	3 cr.	R	W	18:30-21:30
CN 6002	ADVANCED MEDIA WRITING AND TECHNIQUES	3 cr.	R	W	18:30-21:30
CN 6010	MEDIA AND COMMUNICATION THEORY	3 cr.	R	T	18:30-21:30
CN 6022	EVENT PLANNING AND MANAGEMENT	3 cr.	E	TH	18:30-21:30
CN 6460	THESIS IN STRATEGIC COMMUNICATION	3 cr.	R	NA	NA

SPRING 2024-25 / April 28 (M) - July 26 (Sat) 2025/TENTATIVE

CN 6001	PUBLIC RELATIONS STRATEGY	3 cr.	R	T	18:30-21:30
CN 6004	COMMUNICATION FOR THE TOURISM INDUSTRY	3 cr.	E	W	18:30-21:30
CN 6008	COMMUNICATION FOR THE ENTERTAINMENT INDUSTRY	3 cr.	E	W	18:30-21:30
CN 6017	PR AND THE NEW MEDIA	3 cr.	R	M	18:30-21:30
CN 6020	EFFECTIVE COMMUNICATION SKILLS	3 cr.	E	T	18:30-21:30
CN 6011	CRISIS COMMUNICATION MANAGEMENT	3 cr.	R	W	18:30-21:30
CN 6127	QUANTITATIVE RESEARCH IN COMMUNICATION	3 cr.	R	W	18:30-21:30
CN 6512	CAPSTONE PROJECT IN COMMUNICATION	3 cr.	R	TH	18:30-21:30
CN 6460	THESIS IN STRATEGIC COMMUNICATION	3 cr.	R	NA	NA

** THESIS duration: 2 terms or 26 weeks

R: Required

E: Elective